

#MCON17

# Closing Comments



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# Everything is connected

- Nothing is stand-alone, everything is connected to something.
- The General Ledger is the final system of record for a lot of data.
  - Directly related
    - Each check
    - Each punch-in/out
    - Each invoice
    - Each Marketing campaign
  - Indirectly related
    - Each customer comment
    - Each store inspection score
    - Each reservation
    - Each loyalty registration
- Other final resting places for measures:
  - HR files
  - Franchisee data (agreements, etc.)
  - Volume Purchase Agreements (supply chain)



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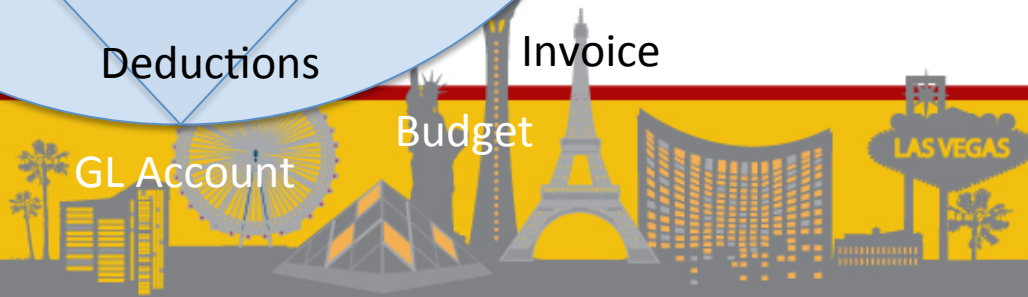
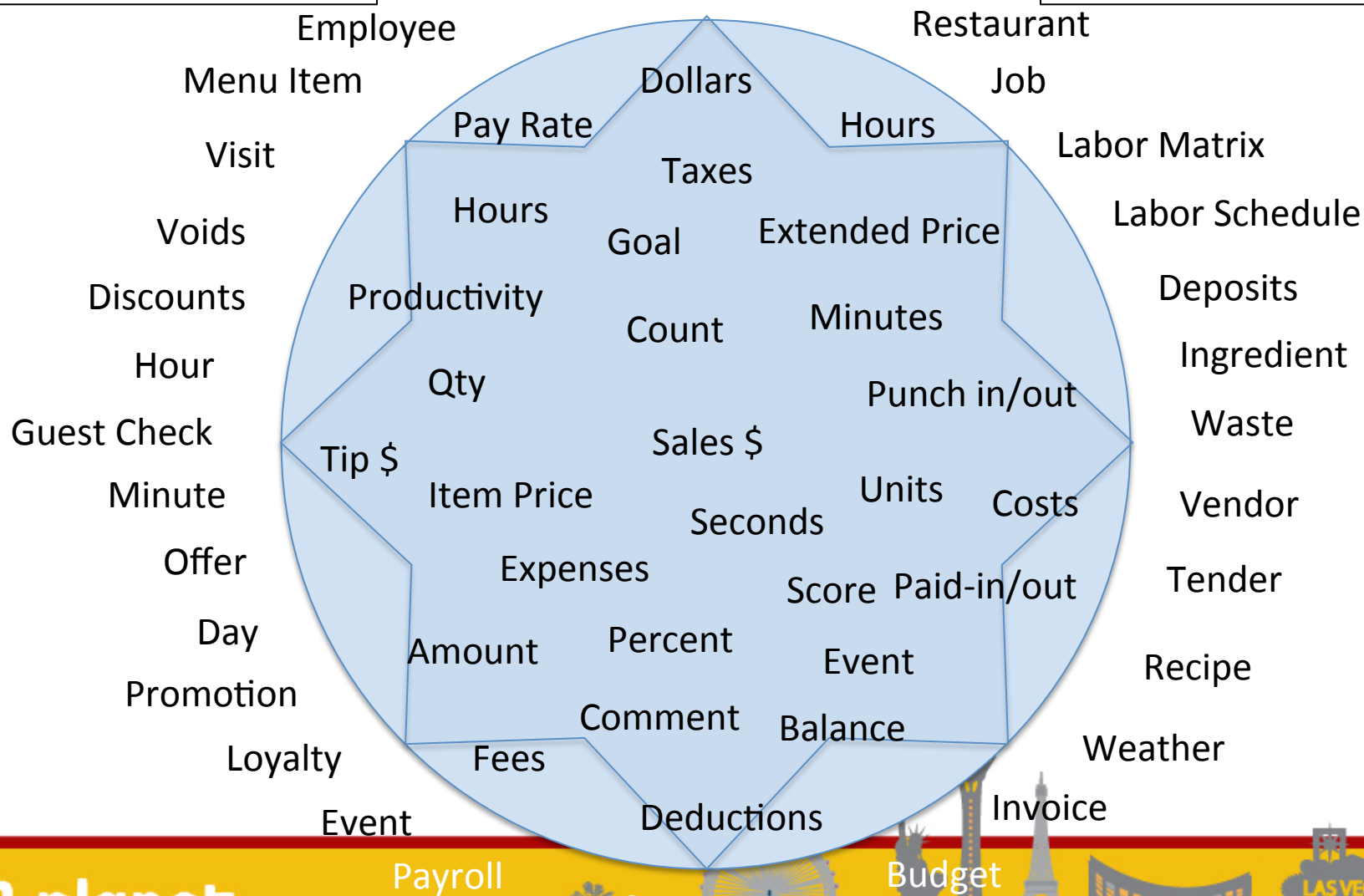
# The World of Restaurant Data

## Dimensions

## Increase value of Measures

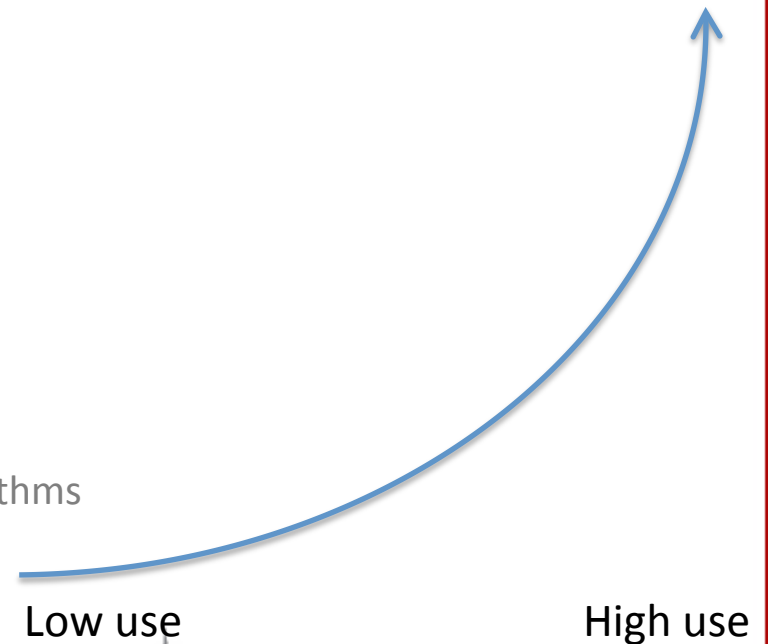
## Measures

## Thousands of spellings



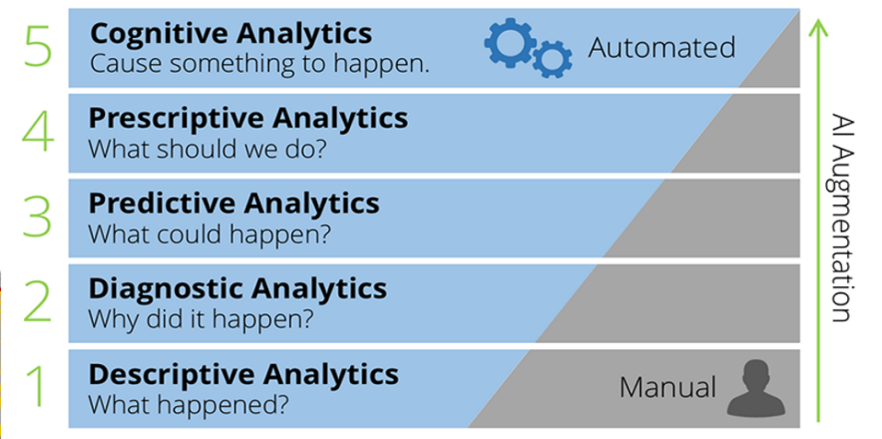
# Information Learning Curve (ILC)

- A progression from low use of data to high use of data.
- Improving performance by studying data.
  - Learned behavior
  - One step at a time
- Organization challenge.
  - Not just for a few analysts
  - Everyone has a role
  - Changing behavior is harder than learning algorithms



# Artificial Intelligence and ILC

- I came across this
  - Similar to ILC conceptually
  - Describes the transition for traditional Business Intelligence to AI
- AI is expected to change the world, even restaurants
  - AI is many things
  - Algorithms are a form of AI that allows us to see trends that we can't today
- The fundamentals still hold
  - One step at a time



# What can Quantity Sold tell you?

- Ubiquitous measure, but rarely used.
- Could be the best measurement of work performed.
  - Applies to both BOH and FOH
- Understandably, not all quantities are the same.
  - But the same is true of checks, but we use Avg Check all the time.
- It is available at the Minute level of granularity.
  - This means it can be used for lots of analysis.
- Do you know your Avg Qty per day at each restaurant?
  - But I bet you know Labor cost as a percent of sales.
- You know that Product Mix can affect the profitability of a location.
  - Quantity per check can have a similar affect.
- Do you think Qty or Check is a better determinant of Sales \$?



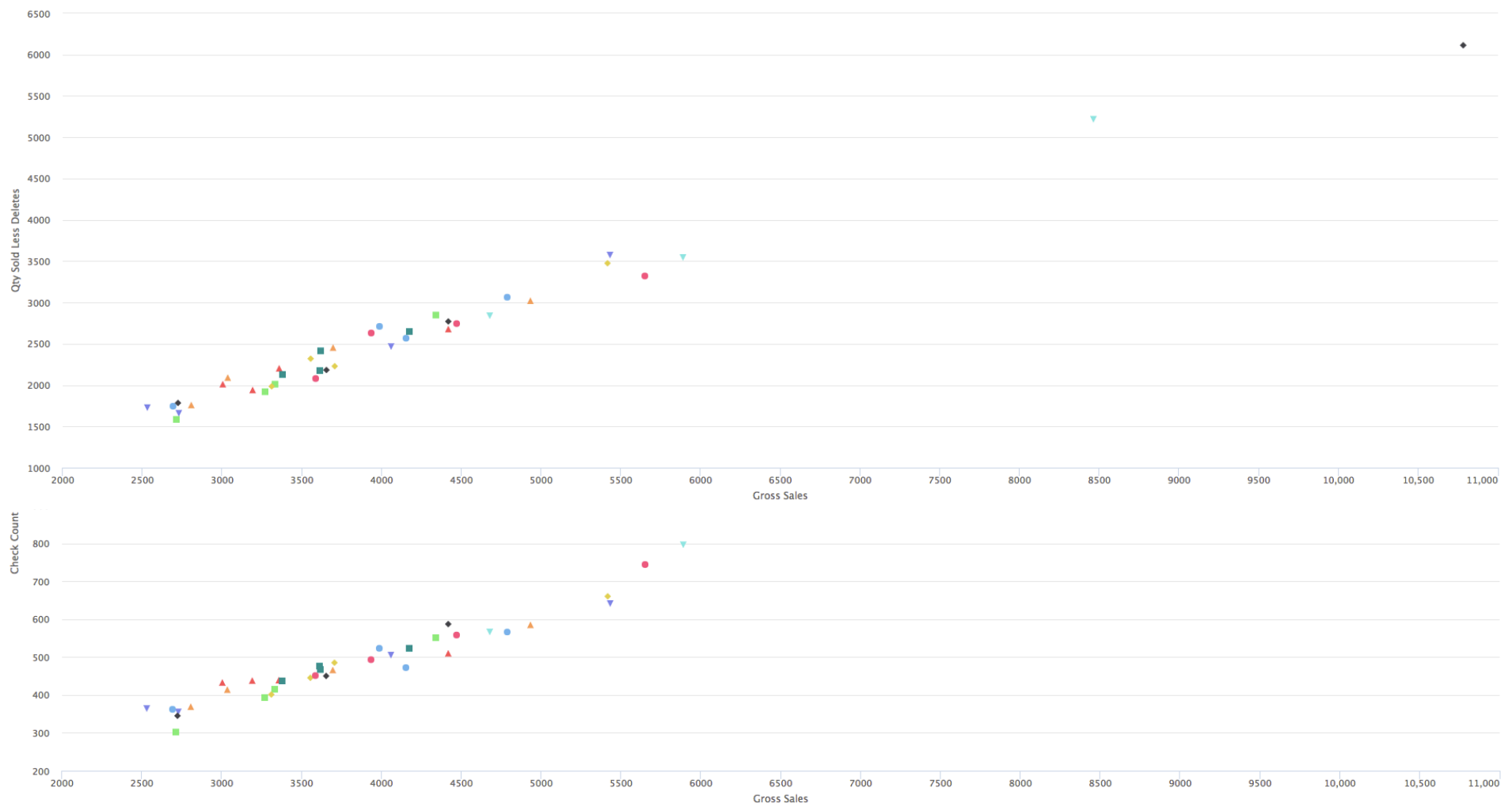
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Is Qty better than Check Count?

To figure it out for your company:

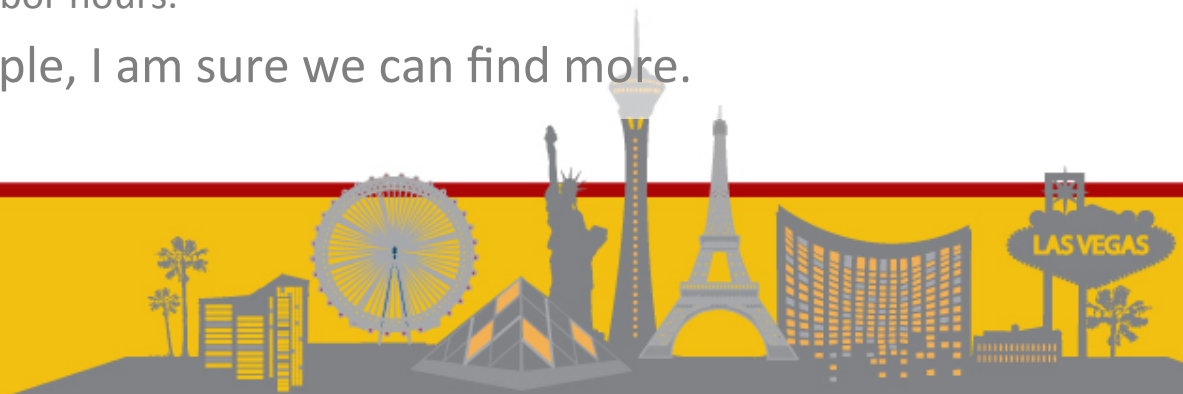
1. Create two reports, one using Qty Sold and Sales, the other using Check Count and Sales.
2. Turn the reports into Scatter diagrams and compare them.
3. This picture tells me the two measures are pretty equal in their relation to sales volume.

Qty per Check ⚙



## How can I use Qty?

- Measure BOH productivity
  - Create a Dimension of Item for each line to indicate the line(s) needed to make it
  - Use Qty Sold for the Items, detailed by your new Dimension
  - Use Labor Hours to calculate Items per Labor Hour for each station.
- KDS is often used for the same type of measurement
- You will likely be surprised how inconsistent the performance is from restaurant to restaurant.
  - Identify the best performers
  - Move the other restaurants to the same level of performance
  - It should improve service times / customer satisfaction
  - It may reduce BOH labor hours.
- This is just one example, I am sure we can find more.





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# The age of data

- Are you a data scientist or data analyst?
- What do those terms mean?
- Why should you become one?
- How do you become one?
- Where is the payoff?

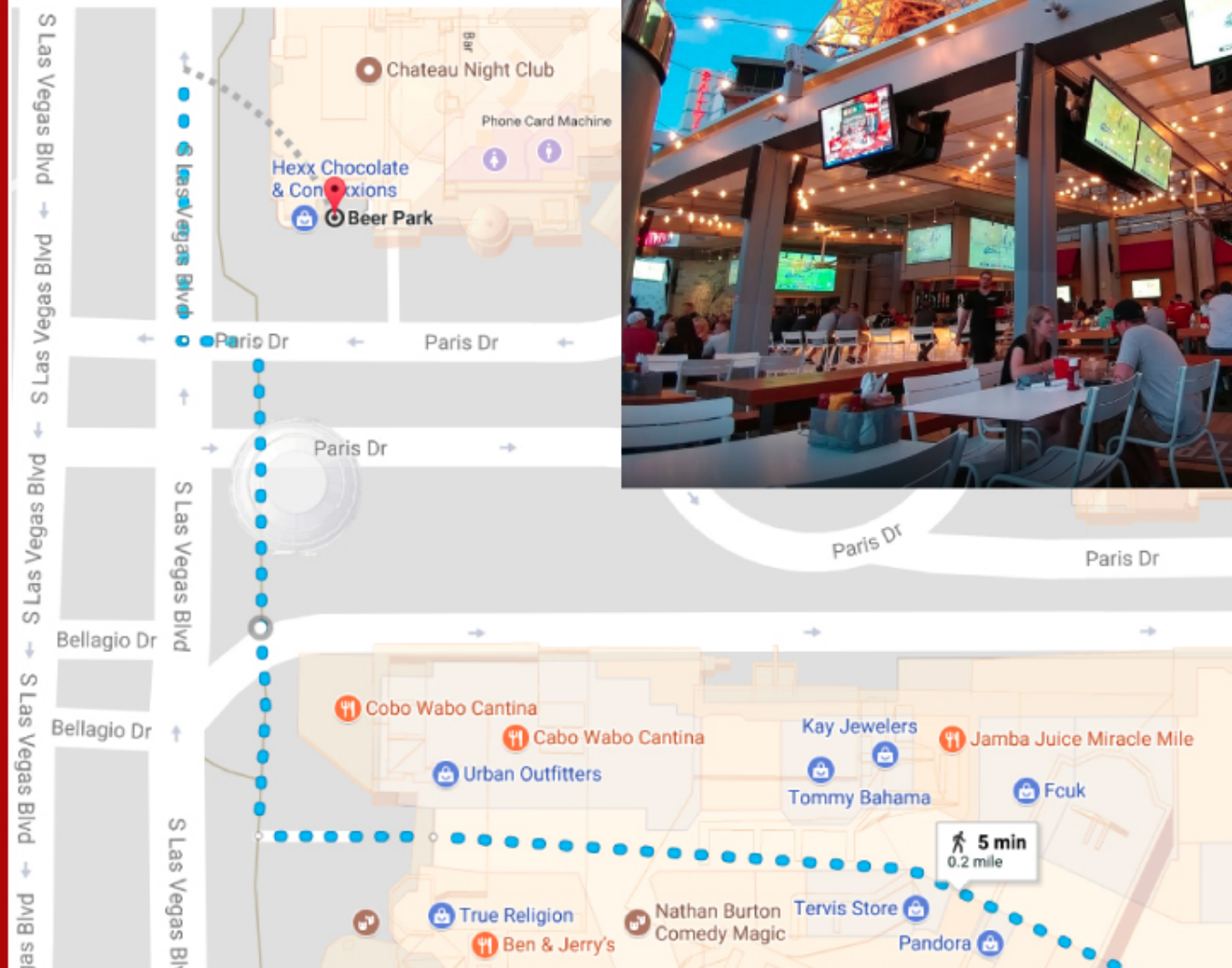


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# GOALS

**Write down 3-5 Goals to  
share with your  
Account Coordinator**





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